

# Effective Clearance Sale

Send Us Your Mail Orders      "THE STORE OF SERVICE"      See The Arcade

These Are Final Reductions      All Summer Goods Are Included      Use Rest Room



See the Arcade Display

## Final Clearance of Parasols

OUR entire stock of parasols is priced for final clearance next week. Silk, linen and lincene parasols are included, in every imaginable color and color combination. You had better take advantage of these reductions Monday. If you wait, you may not be able to find just the parasol you want.

Parasols, values to \$1.25; priced for final clearance	<b>79c</b>
Parasols, values to \$3.00; priced for final clearance	<b>\$1.59</b>
Parasols, values to \$4.00; priced for final clearance	<b>\$1.95</b>
Parasols, values to \$5.50; priced for final clearance	<b>\$2.59</b>
Parasols, values to \$10.00; priced for final clearance	<b>\$4.95</b>

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## Final Clearance of Junior Dresses

Summer dresses for juniors are also to be sacrificed next week. By "juniors" we mean young ladies from 13 to 17 years of age. These dresses are made of gingham, chambray, linen, near linen, percale and other wash fabrics. They are "Peter Thompson" and other styles and are just what the juniors will need for school this fall. \$1.50 and \$1.75 values, 98c; \$3.95 values, \$2.59; \$4.95 values, \$3.39; \$7.50 values, \$4.39; \$11.50 values, \$6.89.

SEE THE ARCADE.

## Three Extra Specials in Wash Skirts

75c LINENE SKIRTS 39c: White linene skirts, in panel effects, will give you lots of service, regular 75c values; Extra Special **39c**

95c NEAR LINEN SKIRTS 79c: White skirts, made of good quality "near linen," high girle panel effects with pocket, pearl button trimmed, 95c values; Extra Special **79c**

\$1.95 CORDELINE SKIRTS \$1.29: Extra nice skirts made of white cordeline, high girle styles with panel back and overlapped panel front, trimmed with large and small pearl buttons, regular \$1.95 values; Extra Special **\$1.29**

## Make it a Point to be Here Monday a.m.

WE know of nothing but decisive price reductions that will reduce our remaining summer stock to the minimum. So, we begin Monday an "Effective Clearance Sale." We say "effective" because no other word expresses so fully what we mean. While summer stocks are somewhat broken, yet we believe that from the unlimited number of bargains that goes on sale Monday morning every woman in El Paso can find something that will repay her for her trip to "The White House." Remember, the following are final reductions.

### Final Clearance of Linen Suits

WE ARE anxious to close out all remaining linen suits. As you have fully two months in which to wear a linen suit, you should not fail to take advantage of the remarkable reductions offered next week. The four lots listed below embrace linen crash, linen suiting and cotton corduroy suits. They come in white, natural, brown, navy, wisteria, purple, gray and black. As you will see at a glance, the reduced prices are LESS THAN ONE HALF OF REGULAR PRICES.

Linen Suits, values to \$7.50; priced for final clearance	<b>\$3.50</b>	Linen Suits, values to \$17.50; priced for final clearance	<b>\$7.50</b>
Linen Suits, values to \$13.50; priced for final clearance	<b>\$5.00</b>	Linen Suits, values to \$49.50; priced for final clearance	<b>\$10.00</b>

### Final Clearance of Tailored Suits

ALL spring and summer styles in tailored suits must be closed out next week. To that end, we have reduced prices to the lowest possible point. Of course, many of these suits could be carried over and disposed of next spring at a profit. However, it is against the White House policy to carry garments over. Plain tailored and fancy suits are included. They come in solid colors, stripes and novelty suitings. The color range embraces white, gray, tan, navy, lavender and black. Reductions are just as listed.

Tailored Suits, values to \$15.00; priced for final clearance	<b>\$4.95</b>	Tailored Suits, values to \$28.50; priced for final clearance	<b>\$9.95</b>
Tailored Suits, values to \$32.50; priced for final clearance	<b>\$14.95</b>		

### Four Lots of Lingerie Waists

The Waist Section never fails to contribute its share of big values. Next week we offer some of the most remarkable values in lingerie waists ever given in El Paso. Four lots are offered. These waists are the very latest summer styles. They are made of all sorts of sheer materials, including marquisette. Both high and low neck styles are shown—with long and short sleeves. They are trimmed with lace and embroidery, while many of the nicer waists are beautifully hand embroidered. Most of the waists in lots 3 and 4 are exclusive models. No woman in El Paso should miss this sale of waists. The four lots are as follows:

LOT NO. 1. Lingerie waists, values to \$1.75, at	LOT NO. 3. Lingerie waists, values to \$4.00, at
<b>95c</b>	<b>\$2.59</b>
LOT NO. 2. Lingerie waists, values to \$2.95, at	LOT NO. 4. Lingerie waists, values to \$5.00, at
<b>\$1.89</b>	<b>\$2.89</b>

### Extra Special in House Dresses

HOUSE DRESSES AT 59c: These are neat, serviceable house dresses—bargains at 59c. Made of striped percale and fancy lawn. The percales come in black and white and gray and white stripes; the lawns white ground with pink figures. Have round or high neck. Extra Special **59c**

### Extra Specials in Muslin Underwear

UNDERMUSLINS AT 95c: We will offer next week extra values in undermuslins at 95c. Drawers, night gowns, chemise, petticoats and combinations are included. Made of sheer longcloth and nicely trimmed. Every garment is an extra value at **95c**

\$2.00 UNDERMUSLINS \$1.19: Night gowns, combinations, drawers and petticoats. Made of sheer, good quality longcloth and nainsook; trimmed with lace and embroidery. Values to \$2.00; special **\$1.19**

\$2.50 UNDERMUSLINS \$1.59: Another lot of night gowns, combinations, drawers and petticoats. Made of sheer longcloth and nainsook, trimmed with fine laces and embroideries. Values to \$2.50; special **\$1.59**

\$4.00 UNDERMUSLINS \$2.69: Night gowns, drawers, petticoats and combinations, high grade garments, made of fine nainsook and batiste, finely finished, values to \$4.00; Extra Special **\$2.69**

\$3.00 Silk Waists \$1.95: Odds and ends of Silk waists—China, taffeta, messaline and fancy silks—mostly white and a few dark colors. Worth to \$3.00; will be closed out at **\$1.95**

EXTRA! EXTRA! LONG SILK GLOVES 79c: 16-button length silk gloves, in lavender, light blue, pink, new shades of tan, gray, navy, roseada, black and white. Made with double finger tips and are regular \$1.00 gloves; Extra Special **79c**

### Monday Specials Toilet Articles

50c bottles of Park & Tilford's Distilled Bay Rum **28c**

\$1.00 size Distilled Bay Rum **59c**

Colgate's Listerine, chemically pure, regularly 25c; special Monday **17c**

25c tubes of Daggett & Ramsdell's Perfect Cold Cream **18c**

25c Colgate's Dental Cream **16c**

4711 Rose Glycerine Soap, 3 cakes to the box, regular price 45c per box; Monday Special **38c**

Colgate's Toilet Soaps, 3 cakes to the box, regular price 25c per box; Extra Special Monday **19c**

Vaseline's Toilet Waters—Sandalwood, Geisha Flower, Nile Lily, Caryopsis, Flowery Kingdom and Wisteria; special Monday **89c**

### Clearance of Linen and Pique Dresses

ALL SUMMER ready-to-wear must move next week, and we offer our entire remaining stock of linen and pique dresses at reductions that are almost unbelievable. These dresses are what you need for August, September and October—fully three months. They come in white, pink, tan, natural, lavender and light blue. The size range is practically complete. You really cannot afford to overlook such reductions as these.

Linen Dresses, values to \$4.00; priced for final clearance	<b>\$1.95</b>	Linen Dresses, values to \$23.50; priced for final clearance	<b>\$6.95</b>
Linen Dresses, values to \$9.50; priced for final clearance	<b>\$3.50</b>	Linen Dresses, values to \$29.50; priced for final clearance	<b>\$13.50</b>

### Final Clearance of Silk Dresses

ALL spring and summer styles in silk dresses are to be sacrificed next week. Taffeta, crepe meteor and peau de cygne dresses are included. They are styles for street and afternoon wear; many are suitable for traveling. Come in stripes and solid colors—blue, green, brown, black and light shades. Reductions are just as printed here.

Silk Dresses, values to \$35.00; priced for final clearance	<b>\$8.89</b>	Silk Dresses, values to \$39.50; priced for final clearance	<b>\$18.85</b>
Silk Dresses, values to \$32.50; priced for final clearance	<b>\$14.50</b>	Silk Dresses, values to \$57.50; priced for final clearance	<b>\$23.50</b>



See the Arcade Display

### Clearance of Summer Dresses

Dainty summer dresses, made of sheer voile, tissue and Swiss, are offered next week at prices that should effect a complete clearance. These dresses are shown in many pretty styles. They are trimmed with lace and touches of satin. They are good values at regular prices, and you simply cannot afford not to take advantage of the reduced prices.

Summer Dresses, values to \$5.00; priced for final clearance	<b>\$2.69</b>
Summer Dresses, values to \$9.00; priced for final clearance	<b>\$4.59</b>
Summer Dresses, values to \$11.50; priced for final clearance	<b>\$5.69</b>
Summer Dresses, values to \$21.50; priced for final clearance	<b>\$9.85</b>

Dainty summer dresses, made of striped voile, in black and white, lavender and white, navy and white and light blue and white, piped with satin to match. Sell regularly for \$4.00; offered as an Extra Special next week at **\$1.79**

### Extra Special in House Dresses

\$3.95 HOUSE DRESSES \$2.59: These are very nice house dresses. They are made of Anderson's zephyrs and Scotch gingham, in stripes, checks and plaids. Some are self trimmed, others trimmed with plain color gingham, and still other styles with embroidery. All sizes are offered—from 14 to 44. Regular \$3.95 dresses; Extra Special **\$2.59**

### Final Clearance of Hand Bags

All crocheted, lace and embroidered linen hand bags are marked at prices that mean immediate clearance. They come in white and ecru. Do not fail to take advantage of these reductions and secure a pretty bag.

\$2.00 values at	<b>\$1.19</b>
Values to \$2.95 at	<b>\$1.69</b>
Values to \$3.95 at	<b>\$2.69</b>

All higher priced bags are reduced accordingly.

Extra! Extra! \$1.00 HAND BAGS 29c

A lot of velvet and lace hand bags, values to \$1.00; Extra Special at **29c**

Extra! Extra! \$1.50 HAND BAGS 69c

A lot of lace and two-color linen bags, values to \$1.50; Extra Special **69c**

EXTRA! EXTRA! Summer Union Suits

75c UNION SUITS 59c: Ribbed hse union suits, all sizes, tight and umbrella knee styles, our regular 75c garments; special **59c**

50c UNION SUITS 39c: Also, 50c union suits, all sizes, tight and umbrella knee styles; special **39c**

EXTRA! EXTRA! LONG CHAMOISSETTE GLOVES 59c: 16-button length natural chamoisette gloves, in sizes 5-12 and 6 only, regular \$1.00 grade; Extra Special **59c**

### Extra Specials in Silk and Lawn Kimonos

\$3.95 SILK KIMONOS \$2.79: Long kimonos made of Japanese silk. Come in floral, Japanese and Dresden designs in pink, lavender, light blue, navy, black, Copenhagen, purple and white. Our regular \$3.95 silk kimonos; Extra Special **\$2.79**

\$1.25 LAWN KIMONOS 89c: Full length kimonos made of flowered lawn—white ground with floral design in light blue, pink or lavender. They are belted effects with sailor collar, and are very cool and comfortable on warm days. Regular \$1.25 values; Extra Special **89c**

\$1.00 LAWN KIMONOS 59c: Full length kimonos of flowered lawn, white ground with floral design in pink or blue, \$1.00 values; special **59c**

\$1.25 SHORT KIMONOS 89c: Short kimonos, or dressing saques, made of Serpentine crepe, in light and dark colors. There are several styles to choose from, and all sizes. Value to \$1.25; Extra Special **89c**



### Two Extra Specials in Silk Petticoats

WHITE SILK PETTICOATS \$1.95: These petticoats are made of a good quality of messaline silk. They have full body and fluted or pleated flounce. Extra Special at **\$1.95**

\$2.95 SILK PETTICOATS \$1.89: Messaline and taffeta silk petticoats, in every imaginable shade, light or dark, including black and white. Our regular \$2.95 silk petticoats; Extra Special **\$1.89**

50c GINGHAM PETTICOATS 36c: Serviceable percale and gingham petticoats, in stripes and solid colors. Black cotton taffeta petticoats are also included in this special. These are regular 50c garments; special **36c**

## Fall Styles By Far the Most Complete Showing in El Paso

THE real incentive for making the decisive price reductions that are noted on summer goods is the immense quantity of fall stock that is calling for space. Already we have by far the most complete showing of advance fall styles to be seen in El Paso.

Mr. Coblenz and assistants have spent the past month in New York and our present fall display is ample evidence of their ability to select merchandise for the El Paso public. Our displays for next week embrace Fall Tailored Suits, Fall Tailored Skirts, Fall Tailored Dresses for Fall, Fall Evening Dresses and New Fall Accessories.

### The Pannier Dress

Among the many beautiful fall styles, we direct special attention to our showing of pannier dresses. No style introduced in recent years has been accorded the favor given this one, and no showing of pannier dresses in El Paso in any way compares with the one at "The White House."

### Millinery Modes

The felt hat is, beyond question, the hat of the hour. And our showing of felt hats is, beyond question, the only one worthy of the name to be seen in El Paso. In addition to felts, we are showing advance fall styles from Fisk, Phipps, Gage, Castle and other celebrated American milliners.

In the Arcade you will find displayed daily the newest fashions for Fall 1912

**THE WHITE HOUSE**  
CORRECT DRESS FOR WOMEN

"THE STORE OF SERVICE"